STREETSCAPES: HOW IT ALL COMES TOGETHER IN "PLACE"

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Principal

URBAN *Reinventions*

❖Streetscapes are more than "exterior decoration" – they are the public's "living room", where life takes place on foot

"Place" is a vital public destination where people feel a strong stake in their communities and a commitment to making things better." - *Project for Public Spaces*

"Placemaking" is the process by which a *space becomes a place*

The Old Pasadena Example

How Did This Space ...

Become This Place?

Setting the Stage in the 1970s...

Community activists and Old Pasadena property owners and merchants saved Old Pasadena from demolition in the late '70s…The "Clear and Build" redevelopment approach was becoming increasingly unpopular – Plaza Pasadena was fresh in everyone's mind.

In Addition to Saving Old Pasadena, Two Things Were Necessary for Economic Success...

- *Shared use public garages* to provide "<u>park once</u>" for multiple destinations

- *Streetscape and alley improvements* to provide clean, safe and friendly <u>linkages between the garages and Old Pasadena destinations</u>

By 1988, Three "Park Once" Garages Had Been Built...

Breakthru Fitness

Once the merchant-based business improvement district had been put into place (1989) and *parking meters installed (*1993), the work began….

A Community-Based Process…

The driving philosophy:

Those who use an area are the central focus

Not the design professionals and/or the city bureaucracy

#1 Meet & Organize the Old Pasadena Community…

- <u>Develop the vision</u>: in October 1993, Old Pasadena community, the city and the preservationists met on *four consecutive Saturdays* at city hall

- City staff then developed a *participatory* design consultant selection process

- Members of the Old Pasadena community, with city staff, interviewed each proposer and recommended a consultant team in early 1994 to develop the plan

- In May 1994, the city formed a 17-member client or "core group" of merchants, property owners, residents, preservationists and city officials

- Importantly, senior city staff served as *non-voting, ex officio* members

#2 Form the Technical Team...

The City Formed a Technical Staff Team of:

o Public Works
o Transportation
o City Attorney
o Development
o Police and Fire

o Planning
o Urban Design
o Accessibility Coordinator

#3 Study Existing Conditions & Obtain Data…

- Over six months, the core group, with the consultant and city staff, conducted detailed studies of existing conditions, including:

➢Visual and planning surveys

➢A written survey of merchants, property owners, residents, and community organizations regarding *current conditions and suggestions for improvements*

#4 Conduct Public Forums to Gather Ideas, Issues and Feedback...

- The core group and city staff convened <u>four community workshops</u> and

- Conducted <u>one *daytime* and one *nighttime* pedestrian evaluation walk</u> with old Pasadena area users

#5 Translate into Key Needs ...

1. Bad pedestrian lighting
2. Crowded sidewalks
3. Little district signage
4. Hazardous street furniture placement
5. Non-accessible streets
6. No clear definition of district
7. Not enough trash receptacles

…And New Directions:

1. The area *doubled* in size from 10 to 21 blocks
2. New focus on *alley aesthetics and functional improvements*
3. Stronger emphasis on *public/private partnerships*
4. City commitment of *old Pasadena parking meter revenue* for improvements and operations

#6 Create the Written Plan...

Old Pasadena Streetscapes and Alley Walkways
Refined Concept Plan

The City of Pasadena

Investing in a Walkable Old Pasadena

Old Pasadena Streetscapes and Alley Walkways Refined Concept Plan (Approved July 1995)

- **Over-arching goals:**
- ✓ Complement the historic district as a *special place*
- ✓ Reinforce linkages to *housing*
- ✓ Create *safe, clean, and well-lighted* streets and alleys
- ✓ Improve the *delivery of services and shipment of goods*

- *Location maps developed for major elements and each alley :*

✓ **Pedestrian and vehicular lighting**

✓ **Street trees and grates**

✓ **Signage and store directories**

✓ **Park/public space events**

- ✓ New benches, trash receptacles

- ✓ Accessible vehicle parking and loading

- ✓ New alley paving and drainage

- ✓ Alley-oriented businesses

- ✓ Alley bollards, historical markers, threshold identification

LANDSCAPE LEGEND

Cocos plumosa (Queen Palm)
Colorado Boulevard

Gingko biloba (Maidenhair Tree)
Colorado Boulevard

Podocarpus gracilior (Existing)
Arroyo Parkway

Lagerstroemia indica (Grape Mytle)
North/South Streets

Tabebuia ipe. (Pink Trumpet Tree)
East/West Streets

Washingtonia robusta (Mexican Fan Palm)
Fair Oaks Avenue and Arroyo Parkway

Washingtonian filifera (California Fan Palm)
Flanking Freeway Overpasses

Existing Ficus to be thinned and trimmed
Green Street

Note: Shadowed trees are part of the Colorado Bridge Enhancement
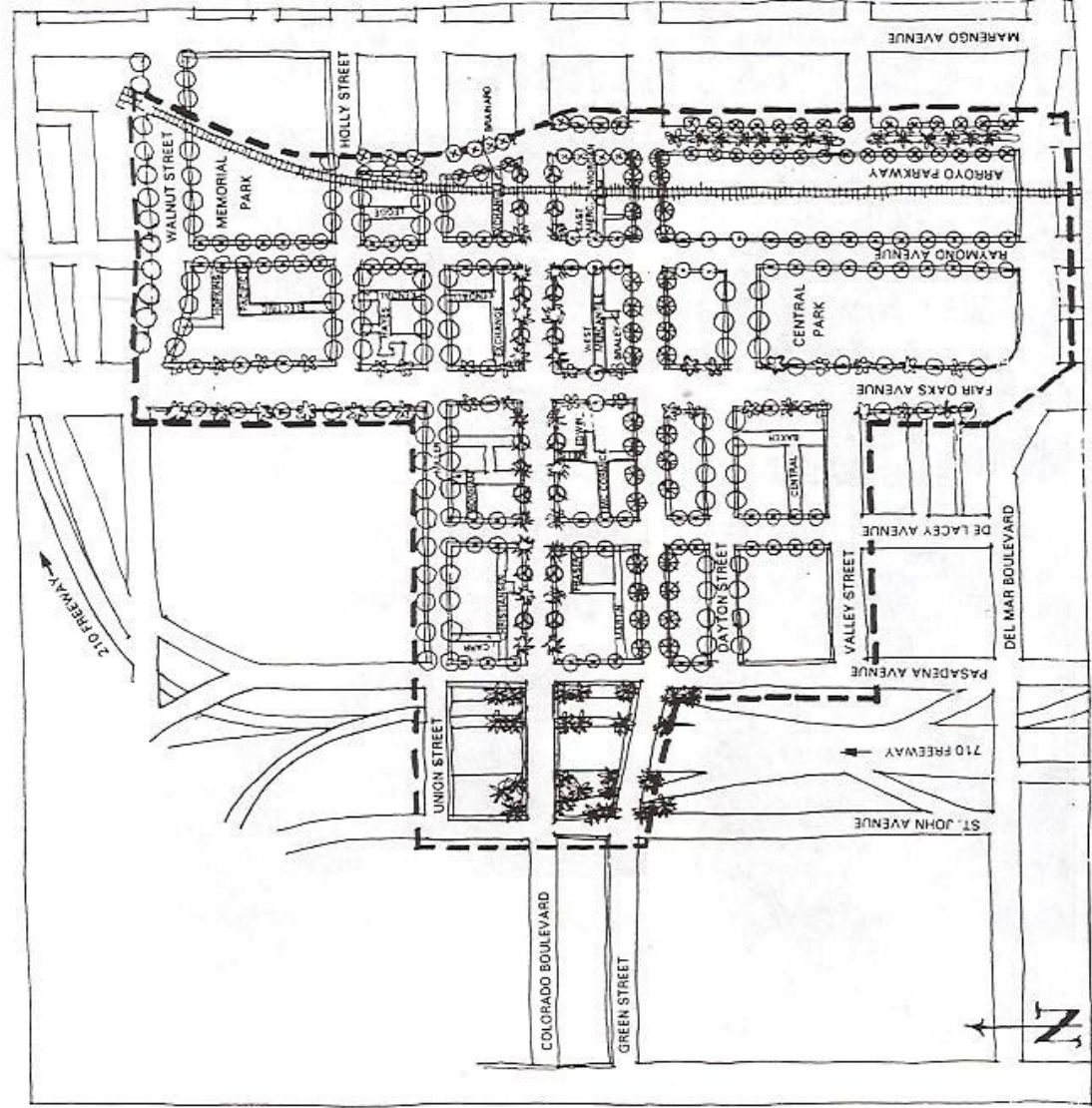
MC CORMICK ALLEY WALKWAY

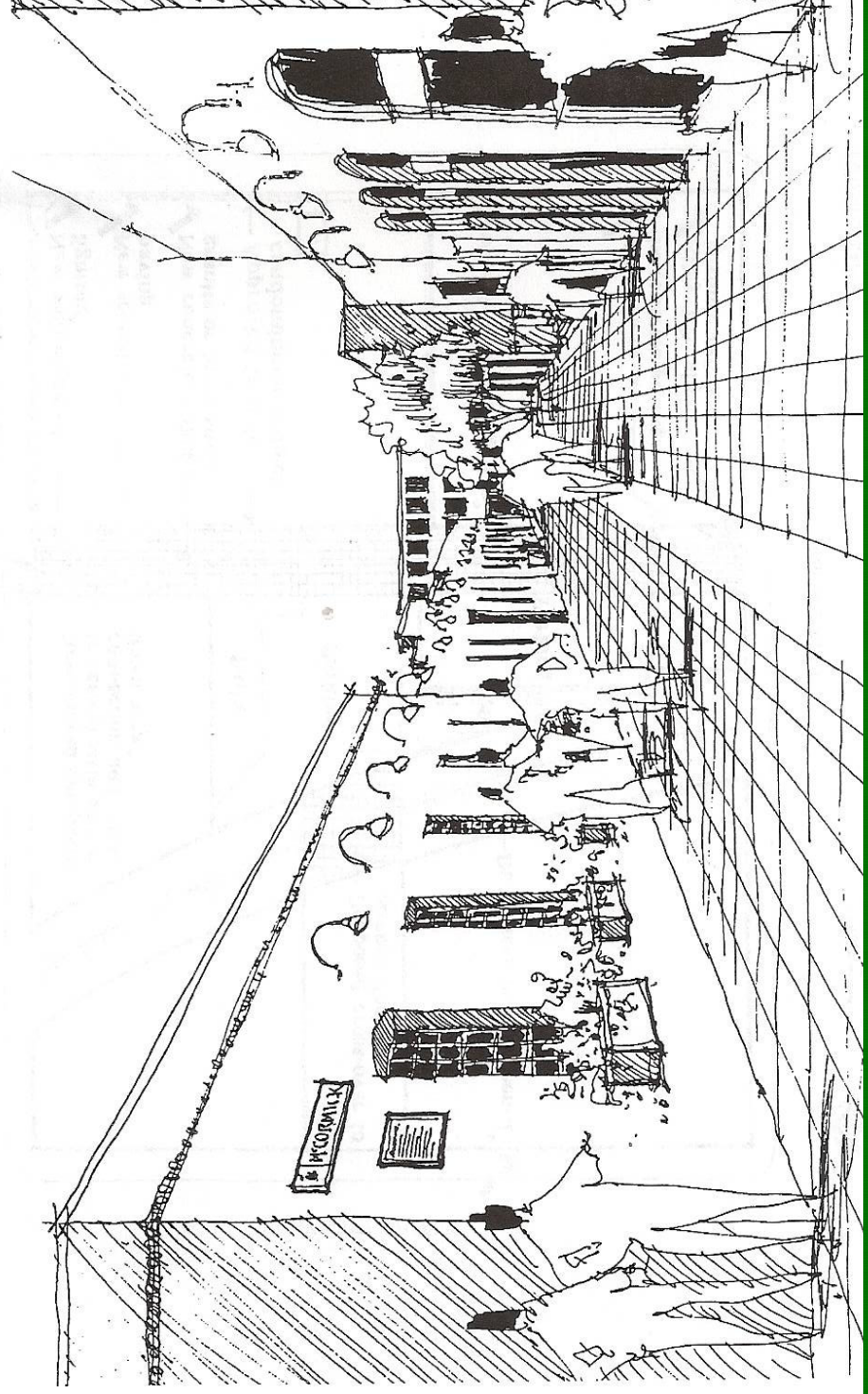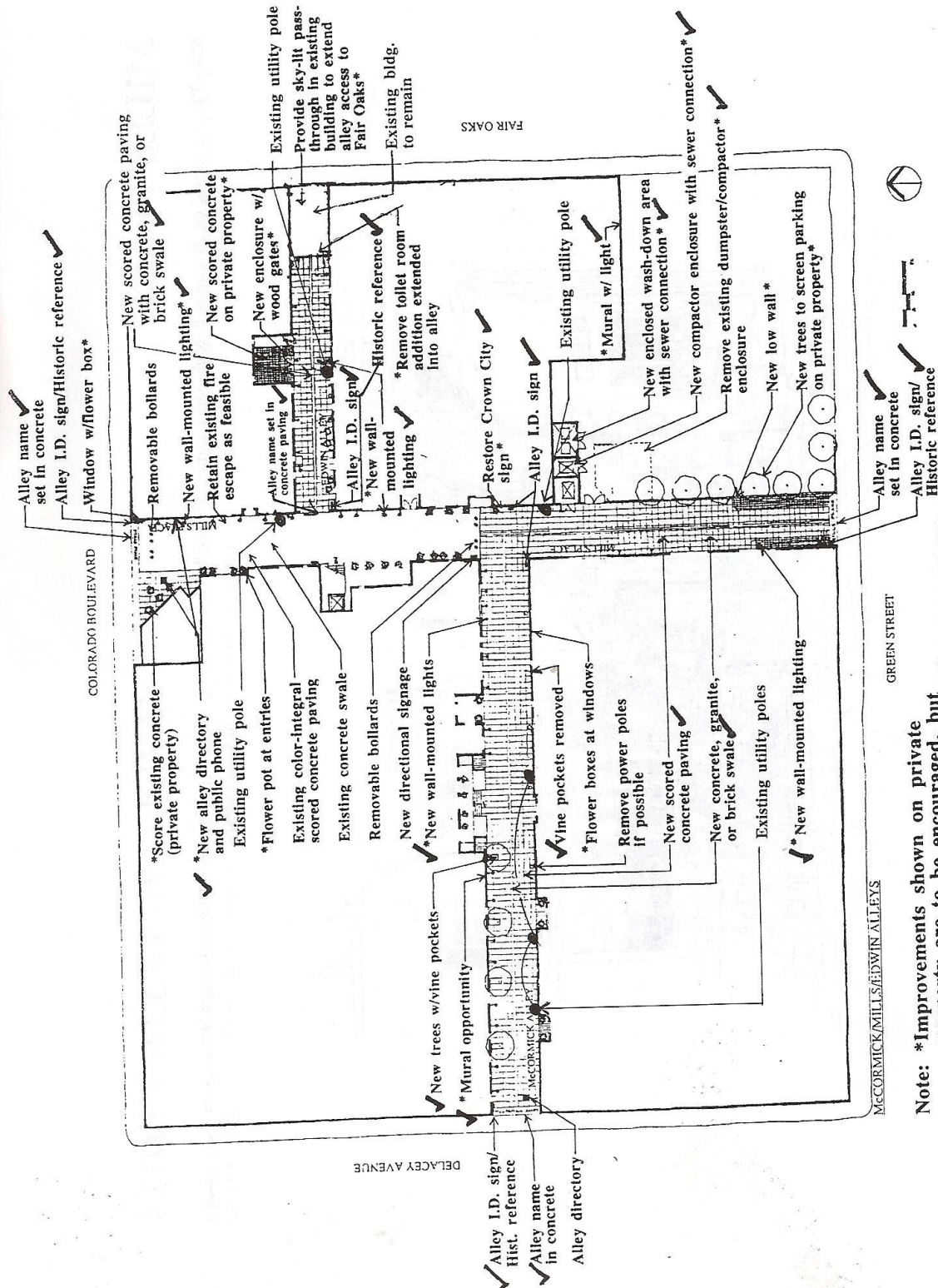**McCormick Alley Walkway** is named for E.L. McCormick, an early Pasadena banker.

McCORMICK/MILLS/EDWIN ALLEYS

COLORADO BOULEVARD

FAIR OAKS

GREEN STREET

DELACEY AVENUE

Alley name set in concrete

Alley I.D. sign/Historic reference

Window w/flower box*

Removable bollards

New wall-mounted lighting*

Retain existing fire escape as feasible

New scored concrete paving with concrete, granite, or brick swale

New scored concrete on private property*

New enclosure w/ wood gates*

Historic reference

*Remove toilet room addition extended into alley

Existing utility pole

Provide sky-lit pass-through in existing building to extend alley access to Fair Oaks*

Existing bldg. to remain

Alley name set in concrete paving

Alley I.D. sign

*New wall-mounted lighting

Restore Crown City sign*

Alley I.D. sign

Existing utility pole

*Mural w/ light

New enclosed wash-down area with sewer connection*

New compactor enclosure with sewer connection*

Remove existing dumpster/compactor* enclosure

New low wall*

New trees to screen parking on private property*

Alley name set in concrete

Alley I.D. sign/ Historic reference

*Score existing concrete (private property)

*New alley directory and public phone

Existing utility pole

*Flower pot at entries

Existing color-integral scored concrete paving

Existing concrete swale

Removable bollards

New directional signage

*New wall-mounted lights

Vine pockets removed

*Flower boxes at windows

Remove power poles if possible

New scored concrete paving

New concrete, granite, or brick swale

Existing utility poles

*New wall-mounted lighting

New trees w/vine pockets

*Mural opportunity

Alley I.D. sign/ Hist. reference

Alley name in concrete

Alley directory

Note: *Improvements shown on private property are to be encouraged, but are not required, as part of this Alley Walkway Concept Plan.

√ Base Plan Funded

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- *Policies were also adopted to address Old Pasadena as a "place":*

✓ Develop new housing as a priority

✓ Retain all historic elements

✓ Maximize shared use of public utilities and infrastructure

- ✓ Severely restrict dumpsters in alleys

- ✓ Recruit targeted businesses; encourage businesses in alleys

- ✓ Form a property-based operation, maintenance and security district

#7 Select the Design Elements…

- The core group worked over a 6-month period to select the specific elements

- <u>The guiding principle</u>: *"if the streetscape elements stand out, we have failed"* - they needed to blend seamlessly

Elements Approved March 1996 - Examples...

- Logotype:

OLD PASADENA

PEDESTRIAN MAP

De Lacey Avenue

Fraser Alley

De Lacey Avenue
Parking Facility

Martin Alley

Colorado Boulevard

Green Street

Pasadena Avenue
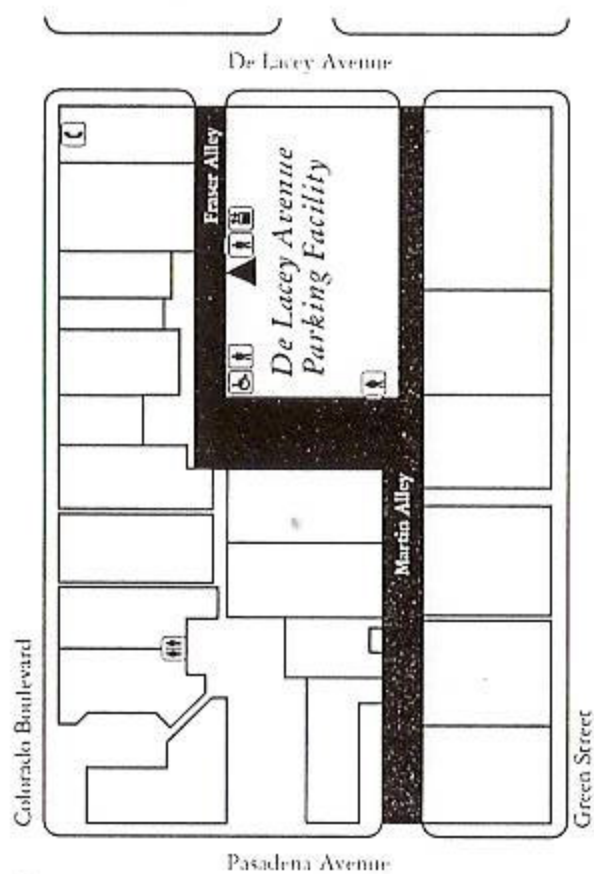
▲ *You Are Here*   📞 *Telephone*   ♿ *Accessible*

🛗 *Elevator*   🚻 *Public Restroom*   🚶 *Pedestrian Entry/Exit*

Lamp 600 C.P. Type C 15 Amp
Globe GE #37 Alabaster
Socket 25711
Receptacle 1912.000-K
Filter 38
Casing 158269
Compensator 155303 G.E.
Novalux Unit 188265

Shaft 6" Diam

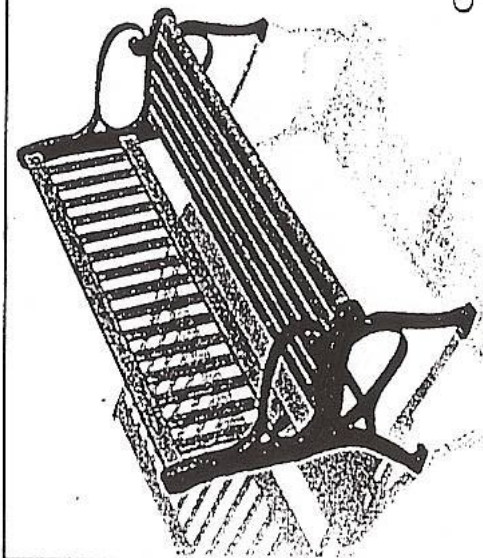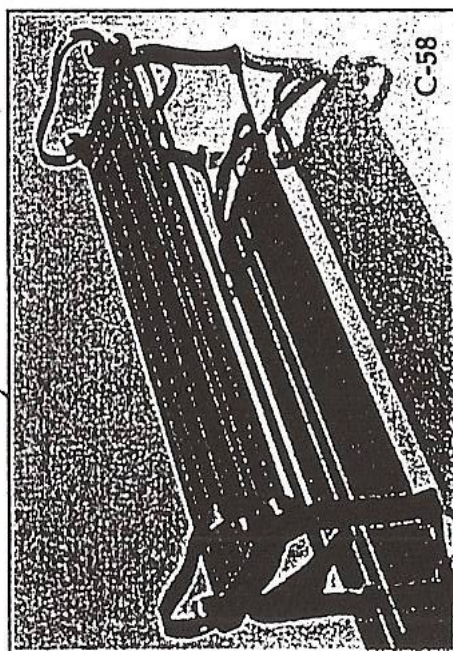Shaft 6" Diam.
7½" Diam.

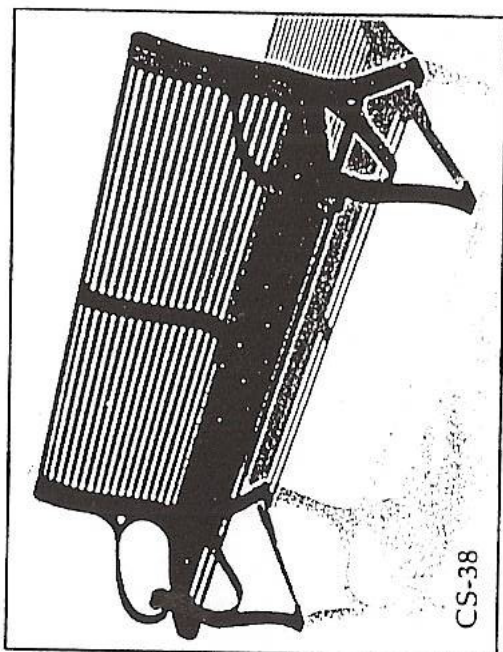8½" Diam.

11" Diam.
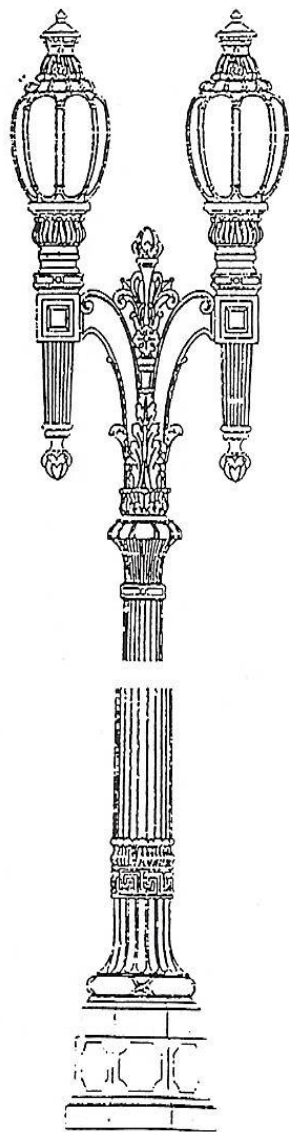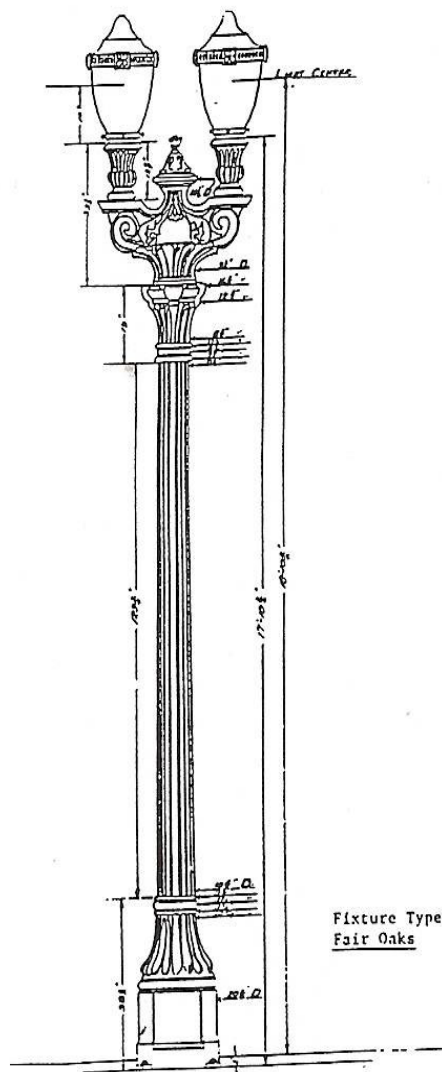
Fixture Type #2:
Fair Oaks

Exhibit 7
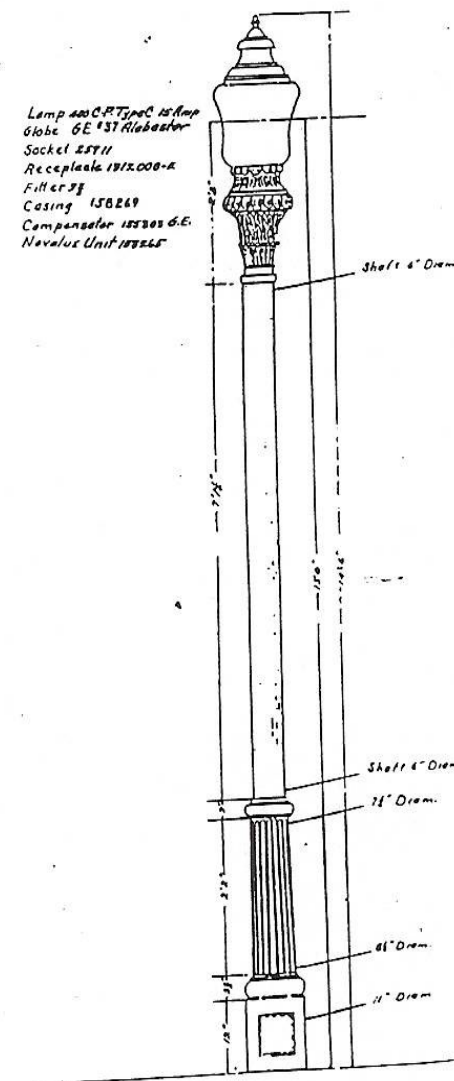
C-38
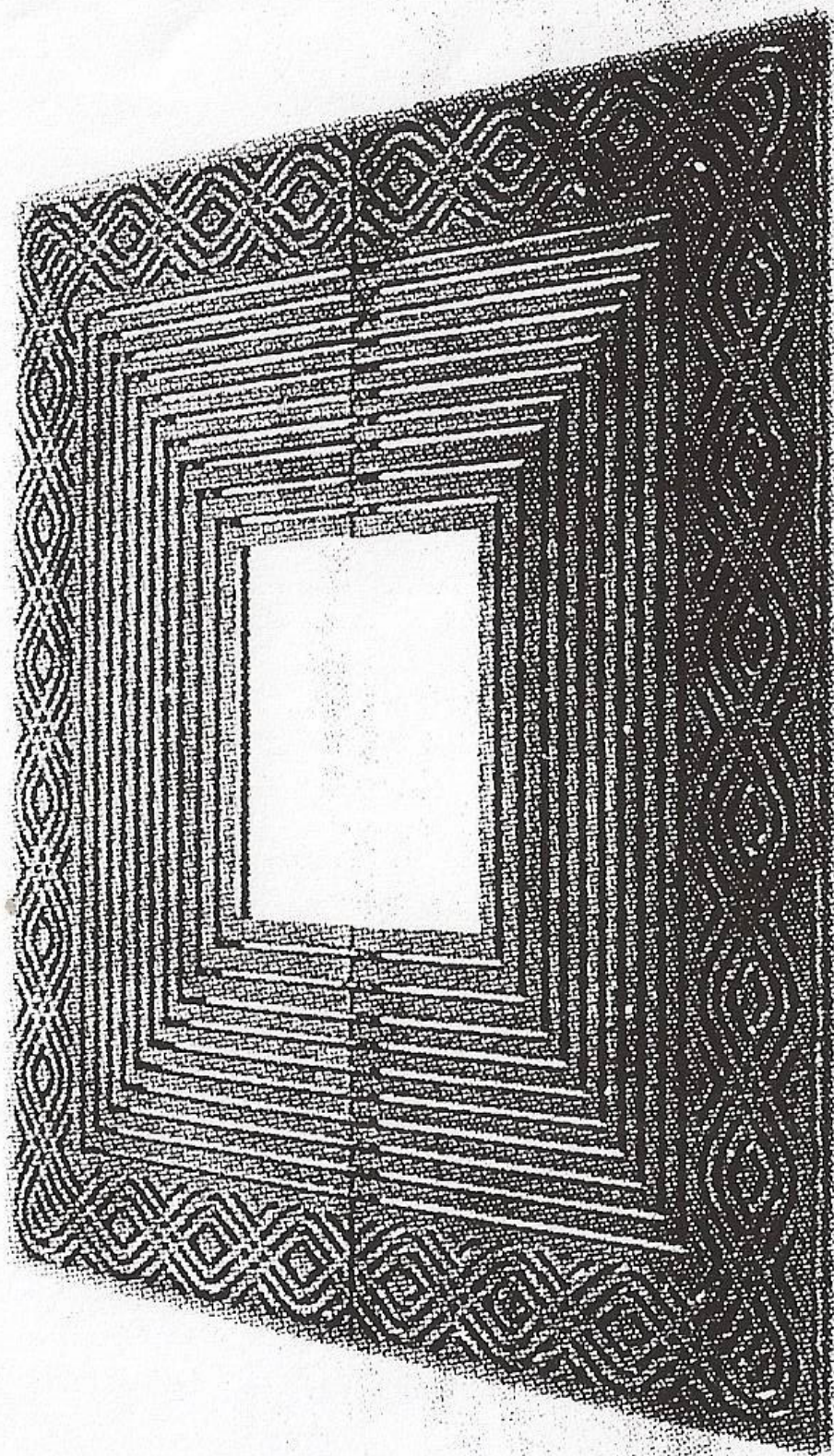

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Kendall Alley Walkway

Named for B. O. Kendall, a well-known businessman in Pasadena, who began his success story during the boom of 1886 in real estate, and built the B. O. Kendall Company into a thriving business located at 35 North Raymond Avenue.

Among the note-worthy buildings erected by the Company are the three-story Kinney-Kendall building at the northwest corner of Colorado Boulevard and Raymond Avenue, designed by Charles and Henry Greene, and the two-story Auditorium Building, designed by Seymour Locke located at the northwest corner of Union Street and Raymond Avenue.

#8 Develop an Implementation Strategy...

Cost estimates were made:

- $7.4 million in *priority or "base plan elements"* chosen for district streetscapes and for alley walkways

- *Detailed capital costs* allocated by location and public/private funding sources for all elements and alley walkway improvements

Source of funds for improvements:

➢Primary source was a city bond serviced by annual parking meter revenues

➢Funds also came from donor programs, grants, and a property-based bid

#9 Implement the Plan…

- The City pledged *parking meter revenues* to fund and maintain the streetscape improvements

- By 2000, the City had *installed* the streetscape and alley walkway improvements

- In 2000, a *property-based management district* was formed to maintain the streetscapes and manage the district

Streetscapes...

Alley Walkways...

Old Pasadena Won Major Awards Such as...

- National Trust's first *"Great American Main Street"*

- International Downtown Association's "D*owntown Achievement Award"*

- California Local Government Commission's *"Livable Community Award"*

A Final Note

William H. White, the author of "*The Social Life of Small Urban Spaces*", said it best…

"*The rich street life is no frill. It is an expression of the most ancient function of a city – a place for people to come together, all kinds of people, face-to-face…*"

Questions?

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Webinar Archive

The presentation (slides and audio)
will be posted on the CIPN website in the
Professional Development section:

http://www.injurypreventionnetwork.org/

Thank you for joining us!